

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings of claims in the application:

**Listing of Claims:**

- 1                    1.        (currently amended) A method of making a security label by attaching a  
2 hologram film to printed matter, comprising:  
3                    printing a pattern on a substrate with UV curable ink in an uncured state;  
4                    placing a holographic film over said pattern in said uncured state; and  
5                    curing said UV curable ink with UV light;  
6                    wherein said curing causes said holographic film to stick to said pattern without  
7 the need for an adhesive layer; and  
8                    peeling away a portion of said holographic film that does not stick to said pattern.
- 1                    2.        (original) The method of claim 1 wherein the UV curable ink has  
2 fluorescent properties.
- 1                    3.        (original) The method of claim 1 wherein the UV curable ink has photo  
2 chromic properties.
- 1                    4.        (original) The method of claim 1 wherein the UV curable ink has thermo  
2 chromic properties.
- 1                    5.        (original) The method of claim 1 wherein the UV curable ink has bi-  
2 chromic properties.
- 1                    6.        (original) The method of claim 1 wherein the UV curable ink is a scratch-  
2 off ink.
- 1                    7 - 13. (canceled)

1                   14.     (currently amended) A security label comprising:  
2                   a substrate;  
3                   a pattern of UV cured ink on said substrate; and  
4                   a holographic film over said pattern, adhering to the cured ink of said pattern as a  
5 result of curing without the need for an adhesive layer,  
6                   said holographic film being a portion over said pattern of UV cured ink that  
7 remains after peeling away a portion of said holographic film that does not stick to said pattern.

1                   15.     (original) The security label of claim 14 wherein said UV cured ink has  
2 fluorescent properties.

1                   16.     (original) The security label of claim 14 wherein said UV cured ink has  
2 photo chromic properties.

1                   17.     (original) The security label of claim 14 wherein said UV cured ink has  
2 thermo chromic properties.

1                   18.     (original) The security label of claim 14 wherein said UV cured ink has bi-  
2 chromic properties.

1                   19.     (original) The security label of claim 14 wherein said UV cured ink has  
2 low adhesion properties.

1                   20 - 24. (canceled)

1                   25.     (canceled)

1                   26.     (canceled)